

NUMBER 24

**First in Service to Readers**

that can save Uncle  
long constitution.

# The Antioch News

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THURSDAY, JANUARY 23, 1936

## ADVERTISING REPRESENTS

### EMPLOYMENT AND WAGES

No private enterprise has a greater interest in industrial development and business expansion than the newspapers. By the same token, no private enterprise suffers greater harm when industry is taxed, regulated or regimented to the point of inertia.

The invention and expansion of the automobile industry, for example, with its related businesses such as tires, gasoline, repair shops, etc., created the greatest single advertising account of all time.

Newspaper revenue is often imperiled by radical and destructive political attacks on industries. The ruthless use of the weapon of taxation is potent in discouraging future advertising accounts.

In addition to staggering general taxes, many industries are now penalized with additional class or special taxes which cut deep into the operating revenue—for example, witness the purely class taxation of utility companies, insurance companies, retail stores, etc. It often happens that it is impossible to cut expenses materially in any other direction than advertising.

Advertising represents business for everybody. Lack of advertising shows lack of business with resulting lost jobs and lost earning power by the nation.

The estimated volume of local newspaper advertising, including classified, in 1929, reached a peak of \$600,000,000. From this point it dropped to a low of \$325,000,000 in 1933, and unemployment was the greatest on record. Nothing could more graphically illustrate the newspapers' interest in future economic, political, taxation and industrial policies which encourage business.

Newspapers are one of the first industries to suffer from campaigns which cripple or destroy any business. Therefore, they should be most zealous in guarding their own as well as the public interest against demagogic, class or punitive attacks on any business or industry.

### THE ONLY THREE

A most ironic "editorial" on the subject of speed appears quite inadvertently in an engagement book issued by the New York Telephone Company. It presents the name of speed record holders in three fields, as follows:

Air—Lieutenant Francesco Agello of Italy

440.29 mph.

Water—Warfield A. Wood of the United States

124.86 mph.

Land—Sir Malcolm Campbell of England

301.337 mph.

What a blow this must be to the thousands of amateur speeders throughout the country! The only places their names may appear is on the police blotter or the obituary page.

Statistics show, according to the National Bureau of Casualty and Surety Underwriters, that 6,850 persons were killed and 134,300 injured in automobile accidents during 1934 as the direct result of excessive speed. But the statistics cannot show how important a factor speed was in nearly every other cause on the motor accident calendar. Driving cars too fast for conditions played a prominent part in thousands of accidents charged to violation of the right of way, cutting in, passing a standing street car, passing on a curve or hill, driving off the road way, and reckless driving.

The smart, twentieth-century attitude on speed is that it is no longer a question of how fast you can go, but of how fast you can stop.

Remember that excessive speed is relatively so insignificant that out of the whole world only three names are given any mention for it.

### "MEDICINE-MAN" ECONOMISTS

In a recent address, Charles R. Gay, President of the New York Stock Exchange, paid his respects to economic cure-alls and self-appointed prophets.

He said that "the state should refrain from trying to supply power for the economic machine," and that insofar as the state's contribution to prosperity touches economics, it will lie in "equitable taxation, the wise regulation of monopoly and unfair competition, and a sound currency and credit system."

"The government will need expert counsel in these matters," he continued. "Here the economists of true and penetrating vision can function when the 'new' economists of the depressions has had its day, completed its experiments and retired—to compute the cost."

"In times of doubt and distress there are always new, plausible prophets who find a hearing by announcing they have discovered a cure for the troubles which afflict society."

"The itinerant medicine man used to sell his nostrums for \$1 a bottle, with a guarantee that it would cure headaches, chills, or any other ache or pain. He gained his following because of the public's ignorance and desire for a quick remedy, and I suspect that the same human weakness account for the popularity of today's economic cure-alls."

"With the gradual return of better times, these prophets will slowly sink back into obscurity. I think I can detect signs of their approaching eclipse."

## TREVOR

Mrs. Loanah Patrick entertained her daughter-in-law, Mrs. Byron Patrick, Salem, Mrs. Chester Davis, Randall, and Mrs. Stanley Stokes, Bassett, on Tuesday.

Horace Filson and lady friend, Chicago, called at the Arthur Runyard home Sunday.

Mrs. Lonnie Derler entertained her 500 club of four tables at her home on Wednesday afternoon.

Joe Burko and sons, Joe, Jr., and Robert, were Silver Lake callers Tuesday.

Robert Yopp was in Kenosha Tuesday where he is receiving treatment. Mr. and Mrs. Harold Mielke made a

business trip to Chicago Monday.

Mr. and Mrs. Byron Patrick and son, Ray, Salem, were Trevor callers Sunday evening.

Joe Burke and Lawrence Hanson called on Mr. and Mrs. Trato at the Kenosha hospital Friday.

Miss Ruth Thornton, Oak Park, who is making an indefinite stay with her mother, spent from Thursday night until Sunday night at the D. A. McKay home.

Miss Larson, Kenosha, attended the handicraft and needle craft meeting at the school house Friday evening. Fifteen ladies were present. The society will meet with Mrs. Derler this Friday evening.

Miss Aladine Oetting, Oak Park, spent the week-end with the home folks.

Miss Ruth Thornton accompanied

## PEOPLE AGAINST FRANKENSTEIN MENACE

Observers of press comment and public opinion throughout the nation are forcibly impressed with two facts: First, the desire of the people to maintain the neutrality of this nation and avoid war and foreign entanglements, and, second, the growing demand for balanced budgets and reduced taxation.

Congressmen who have just returned to Washington after some months at home among their constituents, have felt this sentiment. They know that nothing causes greater worry to millions of citizens—Republicans and Democrats alike—than the soaring national debt and the Frankenstein menace of new and higher taxes. They know that the general thinking public is beginning to understand that eventually tax reduction is essential to permanent prosperity.

It's a rare Congressman who doesn't keep his ear to the ground, and it's also a rare Congressman who hasn't heard from his constituents that an economy program in Federal government is now desired, and is indispensable to increased employment, industrial expansion, building activity and relief for the land owner.

The trend of public opinion was well demonstrated by the general approval of the President's recent statement on neutrality and his expressed belief that new or higher taxes were neither necessary nor desirable.

### IT TAKES EGGS FOR OMELETS

Taxes, direct and indirect, will be a little less than \$23,000,000 on the business of a large midwest retail organization for 1935, according to its president.

These taxes are equivalent to seven times the dividends paid in 1934, five times the 1934 profits, 50 per cent of total operating cost for 1935, twice the amount of taxes in 1934, and three times the total paid in 1931. He said that industry cannot continue to bear such taxes indefinitely. That is true. Those taxes must be passed on to the consuming public or the industry will go broke.

The time is coming when the tax-gatherers are going to have to worry about keeping business alive, if for no other reason than to collect enough to pay their own salaries.

The short-sightedness of political tax-boosters who continue to attack the industrial goose that lays all the golden eggs which they scramble in trying out their new economic recipes, would be laughable if it were not so serious to the solvency of the nation.

### CO-OPERATIVES VS. SOCIALISM

Some critics of farm cooperatives have denounced them as being socialistic. This criticism, though sincerely made, is the result of misunderstanding of what real cooperatives do and how they are formed.

Socialism, roughly defined, involves governmental ownership of productive resources. Thus a socialistic cooperative would be one founded and financed by public money, operated by government agents, with the government treasury standing behind it to pay any losses and to guarantee its members a return no matter how incompetent they were, and no matter what conditions were.

The real farm cooperatives, by contrast with this, are excellent examples of private initiative and enterprise. A group of farmers will get together, figuring that they can buy more cheaply in larger quantities, or that they can sell to better advantage through a strong central organization. They put up their own money, and take their own risks. If there are profits, they divide them. If there are losses, they absorb them.

This kind of cooperation is not socialism—it is sound business, based on sound economics. Cooperating farmers are individualists, who use the benefits that accrue from mass action to better their individual lots.

### THE AMERICAN HERITAGE

"We have become a great nation because we are a nation of fearless individualists. We have no caste, no privileged few; and the little child born in the tenements is a potential president of the United States. This is our heritage. No depression can take away from the true American his desire to climb and his desire to achieve. The history of America is filled with the stories of men who battled their way through barren wilderness, who blasted their way through mountains of rock, and laid the foundations of cities and businesses that stand as testimonials to this country and its opportunities. . . . For the track walker becomes the railroad president, and the farm boy becomes the president of a great bank." From an address by Roy H. Faulkner, President, Auburn Automobile Company.

### ANSWER THESE QUESTIONS

A school of shark-eyed, power-seeking politicians are belittling American ideals of government and constitutional safeguards of liberty.

Shall we continue to encourage the individual to earn a profit by his own energy, initiative and thrift before we take it away from him to meet the needs of government, or shall we create conditions where no accumulations of private property will be possible?

Can our free institutions withstand the impact of the aggregated forces of officialism and disintegrating collectivism?

### TAXPAYERS BECOME GREATEST EMPLOYERS

According to the United States News, the federal payroll early in 1933 included 2,159,835 persons. By December, 1934, the number had grown to 7,558,228. And in December, 1935, the total was 9,047,956.

These nine million people receive federal pay totaling more than \$5,000,000,000 per year.

Mrs. Charles Oetting to Kenosha Friday.

Johnnie Bauer, Chicago, called at the Charles Oetting home Sunday.

Mrs. Jake Kaufen and daughter, Susie, left Sunday for Rochester, Minn., where Susie is to receive treatment at Mayo Bros.

Mrs. Hugo Bauer, daughters, Elizabeth and Helen, Shore View, left Sunday for an indefinite stay in California.

Miss Annie Hahn and nephew, Frank Becker, Chicago, spent the week-end with the latter's brother, John Becker, and family.

The annual business meeting of Social Center hall was held at the hall Monday evening. Several Trevorites attended the Rotnour show at Antioch Friday evening.

## LAKE VILLA

Mr. and Mrs. Anthony Jansen visited relatives in Kenosha on Sunday. John Sykes was called to his home at Grayslake Saturday by the death of his mother and he was absent from the Hurdish barber shop until Tuesday.

Mrs. Ethel Wood was hostess to her bridge club at her cottage at Alondale Farm last Thursday afternoon and Mrs. Lola Barnstable, Mrs. Zelma Hucker and Mrs. Georgia Avery won the prizes in the games following the luncheon.

Cedar Lake Camp R. N. A. will hold its annual installation of officers at the Village Hall on Tuesday evening, Jan. 28th, and in order to care for some necessary business, members are asked to be present at seven o'clock for a short meeting preceding the installation. Installation practice at the hall on Sunday afternoon at 2:30 o'clock.

In spite of the heavy snow-storm last Saturday, a large group gathered at the Will Fish home Saturday evening to help Jake, the older son, celebrate his twenty-fifth birthday. Guests were present from Grayslake, Lake Zurich, Antioch and Lake Villa. Cards and games furnished amusement for the evening and it was an occasion to linger in the memory of these present.

Mrs. Julia Hall, a student at U. of Illinois, came home Tuesday for a vacation with her mother and sister here. This is the vacation between semesters. She will return early in February to resume her work at the University.

Up to this date, no casualties have resulted from falls on the icy walks of the village—for which we are very thankful, but the walks have been in very bad condition in some places. Could this not be remedied? May we urge each resident to see that walks in front of his property be cleared so as to make walking safer? Parking promiscuously on Cedar Avenue has also made driving hazardous since the heavy snows.

The P. T. A. held its regular meeting at the school house on Monday evening and held installation of officers. Mr. Dixon, principal, acted as installing officer for the following: President, Mrs. Leo Barnstable, V. Pres., Mrs. Fred Hamlin, Sec., Mrs. John Meyer, Treas., Mrs. Ed. Kelly and historian, Mrs. H. H. Perry. The Association voted to give the children a treat on Friday afternoon and enough cars were promised to take them to the Warren High school to see the WLS entertainment that day.

H. H. Perry who is employed in Elgin, spent Saturday and Sunday with his family here.

Mrs. Fred Hamlin, Mrs. J. A. Pedersen and Mrs. Paul Avery were guests of Mrs. Gene Sheehan, J. in Antioch on Monday to help celebrate little Nancy Ruth's first birthday.

Mr. and Mrs. Ted Measler who have been living at Monaville in the Paskes cottage, have moved to Sand Lake and the Jaske family has moved back to Monaville. In the meantime the Monaville family has moved into their cottage which the Paskes have been occupying, and will live there until they move to the farm they have leased.

Dr. M. H. Gindich was a Waukegan business visitor on Monday and Tuesday.

Louie Koppen is absent from his duties at the Hussey Lumber Co. because of a recent tussle operation.

### Inventor of Linotype

Ottmar Mergenthaler (1854-1949), inventor of the Linotype, was born in Germany where he learned the watchmaker's trade. He came to America in 1872 and was employed in inspecting and repairing clocks in the government buildings at Washington. After 1870 he made his home in Baltimore, where he perfected his Linotype, first patented in 1885.

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— VACUUM CLEANERS —  
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### ANTIOCH GIRLS NOTED FOR SKIN BEAUTY

Scores of Antioch girls noted for skin beauty praise ZENZAL. So quickly does it banish blackheads, ugly pimples, correct oily skin, many say, "It's magic!" No need to suffer embarrassment. Just say ZENZAL at Reeves' drug store. You must be pleased with your new, creamy-white complexion, or money back.

### SEE

M. CUNNINGHAM  
for  
GENERAL TRUCKING  
Black Dirt  
Manure  
Long Distance Hauling  
Tele. Antioch 295

### WEEK-END SPECIALS

## Waters' Shantytown Tavern

Trevor, Wis.

15c Plate Lunch, Friday Evening

Complimentary Supper Saturday

You'll always have a good time at

## HALING'S RESORT

Card Party - Cash Prizes  
Every Tues. Nite  
Admission - 25cFree Fish Fry  
Every  
Friday and Saturday

### DANCING

FREE Hassenpfeffer Supper Jan. 25th

## CRYSTAL THEATRE

ANTIOCH

FRIDAY, JANUARY 24, 1936 — 8:15 P. M.

## J. B. ROTNOUR PAYERS

present

## "Easy Street"

GET MERCHANTS' FREE TICKETS FROM THE FOLLOWING:

Williams Bros. General Store	Webb's Racket Store
Chase Webb, General Store	Kouman Bros., Groceries
Reeves' Drug Store	O. E. Hachmeister, Market
First National Bank	Marlanno's Style Shop
Bernie's Tavern	Arthur Dibble, Tavern
The Antioch News	Antioch Shoe Shop
Bud Hultz' Tavern	Brogan's Tavern
Joseph Wetzel, Bakery	Elms' Parlor
Otto Klass, Men's Wear	

Merchants' tickets plus 15c service charge at box office will admit you to the theatre

## Flour and Feed Sale

### Specials

- |                          |                   |
|--------------------------|-------------------|
| 1. Egg Mash              | 100 lbs. \$1.90   |
| 2. Scratch Feed          | 100 lbs. \$1.65   |
| 3. 16% Dairy Feed        | 100 lbs. \$1.10   |
| 4. Camel Wheat Feed      | 100 lbs. \$1.25   |
| 5. 40% Linseed Oil Meal  | 100 lbs. \$1.70   |
| 6. 44% Soy Bean Oil Meal | 100 lbs. \$1.55   |
| 7. Salt                  | 100 lbs. 85c      |
| 8. Flour                 | 49-lb. bag \$1.90 |

Call us for deliveries

PHONE 10

## Antioch Milling Co.

Antioch

Illinois



## PROMPT DELIVERY

1 TON OR 20 . . .

We pride ourselves on our prompt delivery reputation. We're proud of our drivers, too, for the careful way they deliver your coal — no fuss or muss.

And most of all you'll like

## OLD BEN PURITY GREEN MARKED COAL

Buy this coal with confidence — it's Franklin County's best.



When you see the "green marks" you know that it's genuine.

## Antioch Lumber & Coal Co.

PHONE 15

LAKE COUNTY FARM BUREAU  
Grayslake, Ill.

43

**LET  
Want Ads  
DO THE JOB FOR YOU**

**They Sell!**

**GET QUICK  
ACTION!**

**Antioch News Want Ads  
Cost but little!!**

**They Buy!**

**PHONE  
YOUR  
WANT ADS  
call**

**43**

# for your 1936 Reading

the Antioch News offers  
the world's popular  
magazines at lower  
prices than ever before





## SPECIAL SUBSCRIPTION BARGAINS

### FOR ALL THE FAMILY

Clear the track! The throttle is wide open—and we are bearing down on you with two big money-saving magazine offers that break all transcontinental records for value. STOP! LOOK! LISTEN! Don't miss out on these "limited" offers.

**YOU GET The Antioch News (1 FULL YR.)**

**OFFER NO. 1**  
ANY THREE MAGAZINES  
FROM THIS LIST  
(Check 3 magazines thus "X")

- ☐ MODERN MECHANIX & INV. . . 1 Yr.
- ☐ BETTER HOMES & GARDENS . . 1 Yr.
- ☐ CHRISTIAN HERALD . . . 6 Mos.
- ☐ FLOWER GROWER . . . 6 Mos.
- ☐ HOUSEHOLD MAGAZINE . . . 1 Yr.
- ☐ McCALL'S MAGAZINE . . . 1 Yr.
- ☐ MIDWEST GOLFER . . . 6 Mos.
- ☐ MOVIE CLASSIC . . . 1 Yr.
- ☐ NEEDLECRAFT . . . 1 Yr.
- ☐ PATHFINDER (Weekly) . . . 1 Yr.
- ☐ PARENTS' MAGAZINE . . . 6 Mos.
- ☐ PICTORIAL REVIEW . . . 1 Yr.
- ☐ OPEN ROAD (Boys) . . . 1 Yr.
- ☐ SCREEN BOOK . . . 1 Yr.
- ☐ ROMANTIC STORIES . . . 1 Yr.
- ☐ TRUE CONFESSIONS . . . 1 Yr.
- ☐ WOMAN'S WORLD . . . 1 Yr.
- ☐ CAPPER'S FARMER . . . 1 Yr.
- ☐ THE FARM JOURNAL . . . 2 Yrs.
- ☐ THE COUNTRY HOME . . . 2 Yrs.
- ☐ SUCCESSFUL FARMING . . . 1 Yr.
- ☐ JUNIOR HOME (for Mothers) . . 1 Yr.

\*NOTE—Check one of the following INSTEAD of MODERN MECHANIX & INVENTIONS if you wish. Only one substitution is allowed.

- ☐ DELINEATOR . . . 1 Yr.
- ☐ AMERICAN GIRL . . . 1 Yr.
- ☐ TRUE STORY . . . 1 Yr.
- ☐ JUDGE . . . 1 Yr.
- ☐ REAL AMERICA . . . 6 Mos.
- ☐ RADIO NEWS (Technical) . . 6 Mos.

CHOOSE  
EITHER OFFER

**OFFER NO. 2**  
1 MAGAZINE FROM GROUP A  
3 MAGAZINES FROM GROUP B  
4 IN ALL

**GROUP A (Check One)**

- ☐ BETTER HOMES & GARDENS . . 1 Yr.
- ☐ CHRISTIAN HERALD . . . 6 Mos.
- ☐ FLOWER GROWER . . . 6 Mos.
- ☐ HOUSEHOLD MAGAZINE . . . 2 Yrs.
- ☐ McCALL'S MAGAZINE . . . 1 Yr.
- ☐ MIDWEST GOLFER . . . 6 Mos.
- ☐ MOVIE CLASSIC . . . 1 Yr.
- ☐ PATHFINDER (Weekly) . . . 1 Yr.
- ☐ PARENTS' MAGAZINE . . . 6 Mos.
- ☐ OPEN ROAD (Boys) . . . 2 Yrs.
- ☐ ROMANTIC STORIES . . . 1 Yr.
- ☐ SCREEN BOOK . . . 1 Yr.
- ☐ TRUE CONFESSIONS . . . 1 Yr.
- ☐ CLOVERLEAF REVIEW . . . 1 Yr.
- ☐ THE FARM JOURNAL . . . 2 Yrs.
- ☐ JUNIOR HOME (for Mothers) . . 1 Yr.

**GROUP B (Check Three Magazines)**

- ☐ AMERICAN POULTRY JOUR. . . 1 Yr.
- ☐ AMERICAN FRUIT GROWER . . 1 Yr.
- ☐ CAPPER'S FARMER . . . 1 Yr.
- ☐ THE COUNTRY HOME . . . 1 Yr.
- ☐ THE FARM JOURNAL . . . 1 Yr.
- ☐ EVERYBODY'S POULTRY MAG. . 1 Yr.
- ☐ GENTLEWOMAN MAGAZINE . . 1 Yr.
- ☐ GOOD STORIES . . . 1 Yr.
- ☐ HOME CIRCLE . . . 1 Yr.
- ☐ HOME FRIEND . . . 1 Yr.
- ☐ HOUSEHOLD MAGAZINE . . . 1 Yr.
- ☐ ILLUSTRATED MECHANICS . . 1 Yr.
- ☐ MOTHER'S HOME LIFE . . . 1 Yr.
- ☐ NEEDLECRAFT . . . 1 Yr.
- ☐ POULTRY TRIBUNE . . . 1 Yr.
- ☐ SUCCESSFUL FARMING . . . 1 Yr.
- ☐ WOMAN'S WORLD . . . 1 Yr.

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and  
**3 BIG MAGAZINES**

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FROM ONE  
LIST TO  
ANOTHER  
PERMITTED

**\$2.00**

Your Newspaper  
and  
**4 BIG MAGAZINES**

**This Offer Fully Guaranteed—  
MAIL THIS COUPON TODAY!**

GENTLEMEN: I ENCLOSE \$ . . . PLEASE SEND ME  
☐ OFFER NO. 1 (Indicate which) ☐ OFFER NO. 2. I AM CHECKING THE  
MAGAZINES DESIRED WITH A YEAR'S SUBSCRIPTION TO YOUR PAPER

NAME . . . . .  
ST. OR R.F.D. . . . .  
TOWN AND STATE . . . . .

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and may be withdrawn  
at any time

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For Half a Century the Favorite Home  
Newspaper  
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